

MAY BUILD CREAMERY BY APRIL 1; VALLEY LOAN ASSOCIATION STARTED

Erection of Creamery for Valley Guaranteed If Farmers Will Get the Cows to Supply It With Milk; Martinez Farm Loan Plan Is Explained by Author; Seagraves' Straight Talk.

A DEFINITE offer to establish a creamery in El Paso not later than April 1, provided a guarantee would be given that there would be 400 cows in the valley at that date and that there would be 1000 not later than one year thereafter, was made Monday afternoon at a meeting of business men, called to discuss plans for the organization of a farmer's loan association. The meeting was held at the chamber of commerce and was attended by about 20 persons, the attendance being limited on account of the rain.

The offer to build a creamery was made by H. G. Coors, assistant United States attorney general of New Mexico. Mr. Coors, together with R. T. Banks, has been quietly investigating conditions in the valley relative to the establishment of a creamery.

"We are not here to ask for a bonus, either of money or land," said Mr. Coors. "We have been looking over the valley with a view to determining whether a creamery could be advantageously established here. We find that there is absolutely no cream here at this time for such a project, and hardly enough to meet the local demand."

Must Get Cows. "If any more is secured it must come from new cows. We are ready to establish a creamery here on a 90 day notice that there will be 1000 cows in the valley one year from the time we start. In our investigation we have found that the farmers of the valley are all strongly in favor of the establishment of a creamery. This is shown by the fact that their alfalfa is now in stacks, unsalable. With cows to feed it to they would be their own customers."

"Now is the time to establish a creamery. The farmers want to know what is going to be done before they make plans for the new year. Besides this, cows give more and better cream during the summer months. All we require is the assurance of a minimum of 400 cows in the valley by April 1 and 1000 a year thereafter. If we get that assurance we will establish a creamery here with a capacity of 50,000 pounds a month, which is about double the amount that the farmers will be able to supply us with for a year or more. The creamery will be modern in every respect and will be so constructed as to permit of its being enlarged when necessary. We will agree to pay the market price for cream. It is very much to be hoped that speedy action will be taken, as this is the auspicious time for the establishment of the creamery."

Prior to the offer for the establishment of a creamery Robert Krakauer, is calling the meeting to order, said: "This meeting has been called to further plans to take care of farmers now in the valley and those that shall come in the future. The credit for the move-

ment must be given to Felix Martinez, but we all heartily favor it."

The Martinez Plan. "Movements of this kind begin in a small way," said Felix Martinez. "I remember, some years ago, when the Pleasant Butte dam was built, but a possibility. Then a few men met to devise plans for the reclamation of this valley. It began in a small way. Within a few months the work that was begun 15 years ago will be completed and it has exceeded even our most sanguine expectations."

"There should be no misapprehension about the aims of this association. It is not charitable. It is a straight business proposition, one of mutual benefit, but those who lend the money to the farmers expect to benefit together with the farmers. A loan is made to a farmer only after a thorough investigation has been made. The farmer, when he gets his loan, greatly increases the worth of his land. The business man, who makes the loan by subscribing to the association, is not only assured of his interest, but he is assured of an increase in business through the increased buying power of the farmer. It is mutual. A total of \$250,000 loaned out will mean increased worth of valley lands, in one year, to the amount of \$1,000,000."

"We have had the dam building and many other big projects in course of construction, that have brought money to this section. But this will soon be over. We must look to our own resources and develop them. If we can get \$250,000 subscribed in one year I can guarantee \$500,000 more. Never mind where I am going to get it. Just call on me when the time comes and it will be forthcoming."

Need Market. "Another thing we should have here is a fine market, where the farmers can bring their produce and find a market for it. This, too, will be mutual in its benefits. The farmer will find his market and the housewife will get fresh products at one-fifth the price she is now paying."

"I have a letter from some people at Anthony. They write that they have raised \$7000 for a creamery. We have the dam. Now what are we going to do with it? Unless we develop the land, join in with those who also see the great possibilities, the huge project will be practically useless."

No Money for Valley. "I am getting more outside money to loan on El Paso real estate than I have had in 20 years," said A. P. Coles, who followed Mr. Martinez. "But not one cent of that money comes here to be loaned on valley land. That is because the dam is a first mortgage on the land. Therefore, any money that is loaned in the valley must be loaned by us. We must make the individual effort."

"My suggestion is that the association be operated through some of our trust companies or banks. If we form the association we can then sell its notes in the east, reloan the money and

resell the notes, keeping the money in circulation. The valley will soon be producing more than the local demand. The time has come when a large part of the produce should be turned back into fine cows, hogs and other livestock. The creamery idea is an excellent one and should be given every encouragement."

Charles Seagraves, colonization agent of the Santa Fe system, was the next speaker. "I think that the people in the west must get away from the specialized crop," he said. "The people of this section must get down to the staples, hogs, chickens, cows. They can always sell these for the reason that there is always a demand for them. Lands all through the west are too high and there must be a general readjustment. There has been too much 'shaking down' of settlers. Then there must be inducements. The average American is no longer a pioneer. He is tired of it. If he is making a good living in, say Kansas, why should he move? If he is not he must have inducements to move; he must be reasonably sure that he can better his condition."

Don't Preach Climate. "Don't preach climate. A man wants to make money; he wants real facts to show him how he can make money. Unless there is someone sick in his family he would no more consider pulling up stakes and moving his family because there is a good climate in the

new place, than he would because there is a good view."

"You have a lot of competition. Even the east is waking up and is making a right to keep its present people and get more. The south is aggressive; the middle west bankers are fighting you. Give something real, something tangible, and you will get settlers. But if anyone thinks he can sit back and say: 'Well, the dam is completed, watch the settlers flock in,' he is having a pleasant dream; nothing more."

"It is my opinion that this association should finance the farmers to buy livestock, plows and silos. The banks will care for his loans on lands," said W. L. Tooley. "We must get active

farmers on our valley lands, real producers. We must offer inducements, but I think that if we offer to finance the farmer for his implements and stock we have done enough."

Need Action, Wyatt Says.

"What we need is action," said John M. Wyatt. "Let's apply for a charter at once. Let's get busy. Every day that is lost sets the project back just that much. The need is real and vital and there is no earthly reason why there should be delays. We know what is needed. We know what we want. Then let's get it; get it without delay."

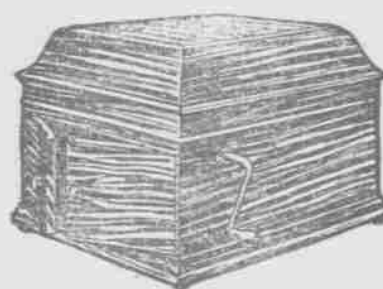
Following the general discussion a committee was appointed to meet at an early date, in the office of Felix Martinez, and devise plans for launching the association. The committee, appointed by president Krakauer, consists of the following: Felix Martinez, John Wyatt, A. P. Coles, W. L. Tooley, Winchester Coley, C. N. Bassett, U. S. Stewart, Charles Newman, Z. T. White, James A. Dick and Samuel J. Freuden-thal.

Those present at the meeting were: Charles Seagraves, Robert Krakauer, Charles Newman, Z. T. White, E. K. Talbot, W. G. Roe, Claiborne Adams, H. W. Broadbent, George LeBaron, A. P. Coles, H. D. Camp, H. T. Ellis, J. W. Eubank, C. A. Kline, Sam B. Gillett, C. B. Stevens, J. J. Mundy, Felix Martinez and John M. Wyatt.



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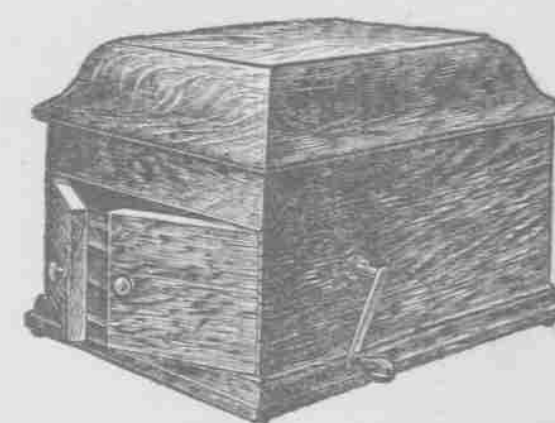


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Daily Fashion Hint



By La Reconteuse

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